

PACKAGING LABEL HAVING A TEAR AWAY SPINE

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This Application is a continuation-in-part of application Ser. No. 10/712,366, filed Nov. 13, 2003 which is incorporated herein by reference.

FIELD OF THE INVENTION

[0002] The present invention relates generally to labels or tags for use with containers. Specifically, the present invention relates to a label or tag construction having a tear away spine for use with a container.

BACKGROUND OF THE INVENTION

[0003] Billions of Compact discs (CDs) and digital versatile discs or digital video discs (DVDs) are sold each year. Typically, for individual retail sale, CDs/DVDs are packaged in containers or cases which protect the CD/DVD and provide product identification and promotional information for viewing by a prospective consumer. For example, as shown in **FIG. 1**, a CD container **10**, also referred to as jewel box, typically has a lid **18** and a base or body **11**. The lid **18** is rotatable about a hinged end **12** and the lid **18** contacts an opposed latched end **14** bridged by two adjacent ends **16**. Each end **16** is narrow, having parallel edges which separate the end **16** from opposed lid **18** and base **11** of the container **10**. The CD/DVD stored in the container **10** is accessed by rotating a lid **18** to an open position with respect to the rest of the container **10**.

[0004] Packaging of the CD/DVD for individual retail sale typically includes labels or tags **20** that are affixed to at least one of the parallel edges **16** of the closed container **10**. The labels **20** typically include two segments **22** or flaps; one of the segments **22** is adhered to the lid **18** and the other segment **22** is adhered to the base **11**. A spine **24** is located between the segments **22**. The spine **24** may have an indicia area **26** which can include information describing the contents of the container **10**, as well as corresponding bar code information. Optionally, the container **10** is then enclosed in a layer of shrink wrap material (not shown). The information in indicia area **26** not only permits identification by consumers of the contents of the container, but also permits retailers to monitor inventory by passing a bar code reader adjacent the information in indicia area **26**.

[0005] After purchase of the CD/DVD by a consumer, the layer of shrink wrap material, if present, has to be removed and the label, and more specifically, the spine, must be removed to access the CD/DVD from the container. Alternately, the spine can be torn along its entire length to access the CD/DVD from the container. However, this can be unsightly and may cause the container to adhere to adjacent objects due to the presence of adhesive that is applied to the label. Typically, a sharp tool must be inserted along one end of the spine between the spine and the container, which usually removes only small pieces of the spine with each directed movement of the tool. Since these small pieces are typically adhesive backed, they tend to adhere to the objects they contact, and use of the sharp tool subjects the consumer to the possibility of personal injury and damage to the

container or the CD/DVD. This opening process can be an aggravating and time-consuming experience for the consumer.

[0006] The problems associated with accessing a CD/DVD from a container due to the affixed label or tag are not only well known, but unresolved, and continuously lampooned, especially within the music and computer industries. Therefore, what is needed is a label or tag that is compatible with existing manufacturing methods for applying similar labels to containers for CDs or DVDs and that has a spine that is easily removable in a single piece, without a tool, while leaving remaining label portions with a clean, unobtrusive, professional appearance.

SUMMARY OF THE INVENTION

[0007] One embodiment of the present invention is directed to a removable label for a container comprising a spine, at least one segment disposed adjacent to the spine, and the at least one segment being detachably connected to the spine along a predetermined path. As used herein, the terms tag and label are interchangeable. Upon the installation of the label on a container, the detachment of the at least one segment from the spine along the predetermined path permits a container to be adjusted between an open position and a closed position.

[0008] A further embodiment of the present invention is directed to a removable label comprising a label including at least two segments having opposed first and second surfaces wherein an adhesive is applied to at least a portion of the first surface to adhere the label to a container having a lid and a body with the lid being movable with respect to the body to an open position and a closed position. Upon moving the lid to an open position permits access to an item enclosed within the container, the label preventing the lid from being movable to an open position. Upon removal of at least one segment of the at least two segments along a predetermined path formed in the label, the lid is movable to the open position.

[0009] A still further embodiment of the present invention is directed to a packaging system comprising a container, a label attached to the container, the label having a spine and at least one segment disposed adjacent to the spine. The at least one segment is detachably connected to the spine along a predetermined path. Upon the installation of the label on a container, the detachment of the at least one segment from the spine along the predetermined path permits a container to be adjusted between an open position and a closed position.

[0010] One advantage of the label or tag of the present invention is that it is inexpensive to make.

[0011] Another advantage of the label or tag of the present invention is that it permits removal of the spine in a single, contiguous piece without requiring a tool.

[0012] A further advantage of the label or tag of the present invention is that the remaining portions of the label have a clean, unobtrusive, professional appearance which does not require removal of the remaining label portions, but which can be easily removed in one piece without adhesive residue, if desired.

[0013] A still further advantage of the label or tag of the present invention is that the spine should be removable even if the CD/DVD is "on the shelf" for extended periods of time.